

Claims

What is claimed is:

- Suba2*
1. A method for providing a reward for displaying a motion picture content over a data network, comprising:
 - 5 providing the motion picture content;
 - providing a reward engine;
 - transmitting the motion picture content over the data network to a content display device, the content display device having information for identifying a viewer of the
 - 10 motion picture content;
 - displaying, by the content display device, the motion picture content for a display period;
 - transmitting over the data network, to the reward engine, a display verification data verifying that the
 - 15 motion picture content has been displayed by the content display device for the display period; and
 - providing the reward to the viewer for displaying the motion picture content.
 - 20 2. The method of claim 1, wherein the step of providing the motion picture content further comprises:
 - providing a motion picture advertisement.

3. The method of claim 1, wherein the step of providing
the motion picture content further comprises:
providing a movie.

5 4. The method of claim 1, wherein the step of providing
the motion picture content further comprises:
providing a sporting event.

10 5. The method of claim 1, wherein the step of providing
the motion picture content further comprises:
providing a situation comedy.

15 6. The method of claim 1, wherein the step of providing
the motion picture content further comprises:
providing a drama series.

20 7. The method of claim 1, wherein the step of providing
the motion picture content further comprises:
providing a news event.

8. The method of claim 1, wherein the step of providing
the motion picture content further comprises:
providing a miniseries.

9. The method of claim 1, wherein the step of transmitting the motion picture content comprises:

providing a content storage device, the content storage device containing the motion picture content;

5 requesting over the data network, by the content display device, the motion picture content from a content providing server, the content providing server being in communication with the content storage device;

10 retrieving, from the content storage device, by the content providing server, the motion picture content requested; and

transmitting the motion picture content to the content display device, the motion picture content being transmitted from the content storage device, to the content providing server and then to the content display device through the data network.

10. The method of claim 9, wherein the step of transmitting the motion picture content further comprises:

20 transmitting the information to the content providing server in the step of requesting the motion picture content from the content providing server; and

storing the information in a viewer information database, the viewer information database being in communication with the content providing server.

5 11. The method of claim 9, wherein the content display device requests the motion picture content based on a demographic of the viewer.

10 12. The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on an intelligent television.

15 13. The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a computer monitor.

20 14. The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a personal digital assistant.

15. The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a cellular telephone.

5

16. The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content on a liquid crystal display.

10

17. The method of claim 1, wherein the step of displaying the motion picture content further comprises:

displaying the motion picture content for the display period, the display period being a period of time to
15 display a portion of the motion picture content.

15

18. The method of claim 1, wherein the step of displaying the motion picture content further comprises:

20

displaying the motion picture content for the display period, the display period being a period of time to display an entire motion picture content.

19. The method of claim 1, wherein the step of transmitting the display verification data further comprises:

providing the reward engine in communication with the content providing server;

identifying, to the reward engine through the display verification data, the motion picture content being displayed; and

identifying, to the reward engine through the display verification data, the viewer information to identify the content display device displaying the motion picture content.

20. The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

entering the viewer into a sweepstakes.

21. The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

20 entering the viewer into a sweepstakes, wherein the viewer is entered into the sweepstakes upon each instance that the motion picture content is displayed on the content display device.

22. The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

providing a monetary award to the viewer.

5 23. The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

providing the viewer a product being displayed in the motion picture content.

10 24. The method of claim 1, wherein the step of providing the reward to the viewer further comprises:

providing the viewer a service being displayed in the motion picture content.

15 25. A method for providing a reward for transmitting an audio content over a data network, comprising:

providing the audio content;

providing a reward engine;

transmitting the audio content to a content playback device over the data network, the content playback device having information for identifying a listener of the audio content;

transmitting, by the content playback device, the audio content for a transmission period;

transmitting, to the reward engine over the data network, a transmission verification data verifying that the audio content has been transmitted by the content playback device for the transmission period; and

5 providing the reward to the listener for transmitting the audio content.

26. The method of claim 25, wherein the step of providing the audio content further comprises:

10 providing a sound advertisement.

27. The method of claim 25, wherein the step of transmitting the audio content further comprises:

15 providing a content storage device, the content storage device containing the audio content;

requesting over the data network, by the content playback device, the audio content from a content providing server, the content providing server being in communication with the content playback device;

20 retrieving, from the content storage device, by the content providing server, the audio content requested; and

transmitting the audio content to the content playback device, the audio content being transmitted from the

content storage device, to the content providing server and then to the content playback device.

28. The method of claim 27, wherein the step of
5 transmitting the audio content further comprises:

transmitting the information to the content providing server in the step of requesting the audio content from the content providing server; and

10 storing the information in a listener information database, the listener information database being in communication with the content providing server.

29. The method of claim 27, wherein the content playback device requests the audio content based on a listening
15 habit of the listener.

30. The method of claim 27, wherein the content playback device requests the audio content based on a demographic of the listener.

20
31. The method of claim 25, wherein the step of transmitting the audio content further comprises:

transmitting the audio content on a radio.

32. The method of claim 25, wherein the step of transmitting the audio content further comprises:

transmitting the audio content on a television.

5 33. The method of claim 25, wherein the step of transmitting the audio content further comprises:

transmitting the audio content on a computer speaker.

10 34. The method of claim 25, wherein the step of transmitting the audio content further comprises:

transmitting the audio content on a personal digital assistant.

15 35. The method of claim 25, wherein the step of transmitting the audio content further comprises:

transmitting the audio content on a cellular telephone.

20 36. The method of claim 25, wherein the step of transmitting the audio content further comprises:,

transmitting the audio content on a digital audio player.

37. The method of claim 25, wherein the step of transmitting the audio content further comprises:

transmitting the audio content for the transmission period, the transmission period being a period of time to
5 transmit a portion of the audio content.

38. The method of claim 25, wherein the step of transmitting the transmission verification data further comprises:

10 providing the reward engine in communication with the content providing server;

identifying, to the reward engine through the transmission verification data, the audio content being transmitted; and

15 identifying, to the reward engine through the transmission verification data, the content playback device transmitting the audio content.

39. The method of claim 25, wherein the step of providing
20 the reward to the listener further comprises:

entering the listener into a sweepstakes.

40. The method of claim 25, wherein the step of providing the reward to the listener further comprises:

entering the listener into a sweepstakes, wherein the listener is entered into the sweepstakes upon each instance that the audio content is transmitted on the content playback device.

5

41. The method of claim 25, wherein the step of providing the reward to the listener further comprises:

providing a monetary award to the listener.

10 42. The method of claim 25, wherein the step of providing the reward to the listener further comprises:

providing the listener a product being promoted in the audio content.

15 43. The method of claim 25, wherein the step of providing the reward to the listener further comprises:

providing the listener a service being promoted in the audio content.

20 44. A system for providing a reward for displaying a motion picture content over a data network, comprising:

a content display device for displaying the motion picture content;

a content providing server, the content providing server having a processor for communicating with the content display device and a content storage device, the content providing server further having a reward engine;
5 and

the content storage device, the content storage device having computer instructions stored thereon, that, when loaded into a computer, cause the computer to perform the method of:

10 transmitting the motion picture content over the data network to the content display device, the content display device having a viewer information for identifying a viewer of the motion picture content;

15 displaying, by the content display device, the motion picture content for a display period;

transmitting over the data network, to the reward engine, a display verification data verifying that the motion picture content has been displayed for the display period; and

20 providing the reward to the viewer for displaying the motion picture content.

45. The system of claim 44, wherein the content display device requests the motion picture content based on a viewing habit of the viewer.

5 46. The system of claim 44, wherein the content display device requests the motion picture content based on a demographic of the viewer.

10 47. The system of claim 44, wherein the content display device is a television.

48. The system of claim 44, wherein the content display device is a computer monitor.

15 49. The system of claim 44, wherein the content display device is a personal digital assistant.

50. The system of claim 44, wherein the content display device is a cellular telephone.

20 51. The system of claim 44, wherein the content display device is a liquid crystal display.

52. A system for providing a reward for transmitting an audio content over a data network, comprising:

a content playback device for transmitting the audio content;

5 a content providing server, the content providing server having a processor for communicating with the content playback device and a content storage device, the

content providing server further having a reward engine; and

10 the content storage device, the content storage device having computer instructions stored thereon, that, when loaded into a computer, cause the computer to perform the method of:

15 transmitting the audio content to the content playback device over the data network, the content playback device having information for identifying a listener of the audio content;

transmitting, by the content playback device, the audio content for a transmission period;

20 transmitting, to the reward engine over the data network, a transmission verification data verifying that the audio content has been transmitted by the content playback device for the transmission period; and

providing the reward to the listener for transmitting the audio content.

53. The system of claim 52, wherein the audio content is a
5 sound advertisement.

54. The system of claim 52, wherein the audio content is a sporting event.

10 55. The system of claim 52, wherein the audio content is a situation comedy.

56. The system of claim 52, wherein the audio content is a drama series.

15 57. The system of claim 52, wherein the audio content is a news event.

20 58. The system of claim 52, wherein the audio content is a miniseries.

59. A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform the

method for providing a reward for displaying a motion picture content over a data network, the method comprising:

providing the motion picture content;

providing a reward engine;

5 transmitting the motion picture content over the data network to a content display device, the content display device having information for identifying a viewer of the motion picture content;

10 displaying, by the content display device, the motion picture content for a display period;

transmitting over the data network, to the reward engine, a display verification data verifying that the motion picture content has been displayed by the content display device for the display period; and

15 providing the reward to the viewer for displaying the motion picture content.

60. A computer readable medium having computer instructions stored thereon that, when loaded into a 20 computer system, cause the computer system to perform the method for providing a reward for transmitting an audio content over a data network, comprising:

providing the audio content;

providing a reward engine;

transmitting the audio content to a content playback device over the data network, the content playback device having information for identifying a listener of the audio content;

5 transmitting, by the content playback device, the audio content for a transmission period;

transmitting, to the reward engine over the data network, a transmission verification data verifying that the audio content has been transmitted by the content 10 playback device for the transmission period; and

providing the reward to the listener for transmitting the audio content.

61. An electronic signal, comprising:

15 computer instructions that, when loaded into a computer, cause the computer to perform a method for providing a reward for displaying a motion picture content over a data network, the method comprising:

providing the motion picture content;

20 providing a reward engine;

transmitting the motion picture content over the data network to a content display device, the content display device having information for identifying a viewer of the motion picture content;

displaying, by the content display device, the motion picture content for a display period;

transmitting over the data network, to the reward engine, a display verification data verifying that the
5 motion picture content has been displayed by the content display device for the display period; and

providing the reward to the viewer for displaying the motion picture content.

10 62. An electronic signal, comprising:

computer instructions that, when loaded into a computer, cause the computer to perform a method for providing a reward for transmitting an audio content over a data network, comprising:

15 providing the audio content;

providing a reward engine;

transmitting the audio content to a content playback device over the data network, the content playback device having information for identifying a listener of the audio
20 content;

transmitting, by the content playback device, the audio content for a transmission period;

transmitting, to the reward engine over the data network, a transmission verification data verifying that

the audio content has been transmitted by the content playback device for the transmission period; and

providing the reward to the listener for transmitting the audio content.